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## For Immediate Release

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# UK Hoops Team Kentucky players to visit blood donors

**Lexington, KY** – March Madness starts early at Kentucky Blood Center (KBC) with a visit by members of the Kentucky Women’s Basketball Team at 4:30 p.m. Monday at Beaumont Donor Center. Donors will enjoy a meet and greet and also be offered a pair of tickets to the UK Women’s final home game on Sunday, March 2.

The UK Hoops visit will help kick off KBC’s Kentucky Madness promotion, which runs through March 21. Donors will receive a Kentucky Madness T-shirt and a chance to win a 55” Smart TV and a Google Chromecast Streaming Media Player.

“We wish UK teams well, especially as they head into tournament time and encourage everyone to show their support by donating and wearing their Kentucky Madness shirt,” said Martha Osborne, KBC’s Executive Director of Marketing and Recruitment.

To find a KBC donor center or blood drive, visit [kybloodcenter.org](http://kybloodcenter.org) or call **800.775.2522**.

Blood donors must be 17-years-old (16 with parental consent), weigh at least 110 pounds, be in general good health, show a photo I.D. and meet additional requirements. Sixteen-year-old donors must have a signed parental permission slip, which can be found at [kybloodcenter.org](http://kybloodcenter.org).

### **About Kentucky Blood Center**

KBC, the largest FDA regulated blood bank in Kentucky, is a non-profit organization dedicated to ensuring a safe, adequate blood supply for patients at nearly 70 Kentucky hospitals and clinics in more than 60 counties. KBC relies on volunteers to donate 400 pints of blood per day to meet area patients’ needs. Over the last year KBC distributed nearly 130,000 blood components.

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